We claim:

1. A non-white construction surface comprising:

a substrate;

a first reflective coating on at least a portion of an outer surface of the substrate, the coated substrate exhibiting a minimum direct solar reflectance value of at least about 25%; and

a second reflective coating on at least a portion of the first reflective coating, wherein the combination of the first reflective coating and the second reflective coating provide the substrate with a reflectivity of at least about 20% at substantially all points in the wavelength range between 770 and 2500 nm.

2. The non-white construction surface of claim 1 wherein the first reflective coating includes an inorganic binder.

3. The non-white construction surface of claim 2 wherein the inorganic binder comprises a major constituent of the coating.

4. The non-white construction surface of claim 1 wherein the second reflective coating has an inorganic binder.

5. The non-white construction surface of claim 1 wherein the substrate comprises a material selected from tile, concrete, glass, and rock, which material optionally is in granular form.

6. The non-white construction surface of claim 1 wherein the substrate comprises a granule and further comprising a base sheet supporting the granule, said base sheet in the form of a roofing shingle.

7. A non-white construction surface comprising:

a substrate;

a first reflective coating on at least a portion of an outer surface of the substrate, the coating substrate exhibiting a minimum direct solar reflectance value of at least about 25%; and

a second reflective coating on at least a portion of the first reflective coating, wherein the combination of the first reflective coating and the second reflective coating provide the substrate with a summed reflectance value of at least about 7,000 as measured in the range between 770 and 2500 nm inclusive.

8. The non-white construction surface of claim 7 wherein the first reflective coating includes an inorganic binder.

9. The non-white construction surface of claim 7 wherein the inorganic binder comprises a major constituent of the coating.

10. The non-white construction surface of claim 7 wherein the second reflective coating comprises an inorganic binder.

11. The non-white construction surface of claim 7 wherein the substrate comprises a material selected from tile, concrete, glass, and rock, which material optionally is in granular form.

12. The non-white construction surface of claim 7 wherein the substrate comprises a granule and further comprising a base sheet supporting the granule, said base sheet in the form of a roofing shingle.

13. A method of producing a non-white construction surface comprising:

applying a first coating solution to at least a portion of an outer surface of a substrate;

curing the first coating solution to form a first reflective coating to form a coated substrate, the first reflective coating exhibiting a minimum direct solar reflectance value of at least about 25%;

applying a second coating solution over at least a portion of the coated substrate; and

curing the second coating solution to form a second reflective coating wherein the combination of the first reflective coating and the second reflective coating provide at least one of

(i) a reflectivity of at least about 20% at substantially all points in the wavelength range between 770 and 2500 nm, and

(ii) a summed reflectance value of at least 7000 as measured in the range between 770 and 2500 nm inclusive.

14. The method of claim 13 wherein the substrate comprises tile, concrete, glass, and rock, which material optionally is in granular form.

15. The method of claim 13 wherein the first coating solution or the second coating solution or both include an inorganic binder as a major constituent of the coating.

16. A non-white construction surface comprising:

an inorganic, non-metallic substrate;

a first reflective coating on at least a portion of an outer surface of the substrate, the coated substrate exhibiting a minimum direct solar reflectance value of at least about 25%; and

a second reflective coating on at least a portion of the first reflective coating, wherein the combination of the first reflective coating and the second reflective coating provide the substrate with at least one of (i) a reflectivity of at least about 20% at substantially all points in the wavelength range between 770 and 2500 nm, and (ii) a summed reflectance value of at least 7000 as measured in the range between 770 and 2500 nm inclusive.

17. The non-white construction surface of claim 16 wherein the first reflective coating includes an inorganic binder.

18. The non-white construction surface of claim 17 wherein the inorganic binder comprises a major constituent of the coating.

19. The non-white construction surface of claim 16 wherein the second reflective coating has an inorganic binder.

20. The non-white construction surface of claim 16 wherein the substrate comprises a material selected from tile, concrete, glass, and rock, which material optionally is in granular form.

21. The non-white construction surface of claim 16 wherein the substrate comprises a granule and further comprising a base sheet supporting the granule, said base sheet in the form of a roofing shingle.